



## Monthly Report January 2010

The following is a brief summary of activity of the Prevention Coordinator and the BAY Team in the month of January 2010.

### **Community:**

#### **Grant Funding**

The Director and Project Manager of the BAY Team are completing the grant application to continue the funding from the Drug Free Community program which currently supports a majority of the BAY Team's efforts. With this grant we have strengthened the capacity of the BAY Team and increased a range of efforts to support parents and reduce substance use in the community.

With the support of the grant, the BAY Team now has a very active Parenting Committee, Marijuana Committee, Social Norms Committee, Policy Committee and Safe Alternatives committee. We have also just formed a Sustainability committee to look to plan for the long term support of prevention efforts in a tight economy and shrinking state budget.

#### **New Year's Eve**

The BAY Team organizes a substance free event for high school aged Barrington teens. BAY Team representatives from the YMCA and St. Luke's Church collaborate to offer a night of swimming, food, video games, and dancing in a safe and chaperoned environment.

New Year's Eve at the Bay  
Side YMCA!



#### **Marijuana Subcommittee**

The BAY Team subcommittee is working to address youth and adult use of marijuana in the community. The recent student survey conducted by the BAY Team in the schools found that 24% of BHS students admit past 30 day use of marijuana. Focus groups conducted by the BAY

Team have found that this behavior is becoming “normed” for our high school students. Some did not perceive it as a problem, nor were they concerned about getting into a car with someone who has been smoking marijuana. Many know of adults and friends’ parent who smoke marijuana.

The group continues to work on a toolkit for parents of 6<sup>th</sup> graders and 9<sup>th</sup> graders to offer education and prevention strategies for parents. The group is also drafting an op-ed to counterbalance the focus on medical marijuana that is contributing to lower levels of perceived risk of harm by teens.

### **Youth Engagement**

BAY Youth are planning a Social Norms prevention media campaign to raise awareness about the fact that only 30% on Barrington High school students report past 30 day use of alcohol. There will be a media workshop on Jan 27<sup>th</sup>, an in-service day to work on the new “Shatter the Illusion” campaign. More to follow soon....



### **Spotlight on Youth 2010!**

The BAY Team and the Barrington Times have collaborated to create an opportunity to celebrate positive actions by youth in our community. This will recognize youth for making good decisions and/or making a difference in someone else’s day. This will be a monthly feature in the Barrington Times’ *Good News* section.

Schools and faith communities in Barrington have been asked to submit names and a brief description of a youth in grade 6-12 who has made a positive choice, performed a good deed, or otherwise benefited someone or the community. Information can be submitted to the BAY Team.

The Program Manager and Program Director of the BAY Team are also working on a concept to engage the business community in prevention efforts. It is a proven strategy that changing the physical environment can reduce substance use. Some communities add lighting, some reduce alcohol promotion signage. The BAY Team would like to create Public Service Announcements by having local businesses sponsor a monthly prevention promotion that could be advertised on signage. Leaders are in the early stages of discussions about this creative way to engage the business community in prevention efforts.



### **Ski Trips**

The BAY Team is again partnering with the Barrington Community Schools to offer ski trips to youth and families. There is a Ski Trip to Stratton Mountain on January 27<sup>th</sup>, targeting an in-service day offering a safe and supervised activity

for teens on a day when many parents need to work and cannot supervised their teens.

### ***Barrington Unites***

Community leaders worked together to host a unique event – the first annual candlelight vigil for families and friends affected by loss. Representatives of the police, the clergy and the BAY Team along with the East Bay Center and the high school music department staged a well attended and moving service. The event offered a supportive environment for youth and families to gather to remember and honor loved ones. Chief LaCross led a meditation, the East Bay Center staff offered a presentation on the five stages of grief. A youth, Rebecca Miller, urged the community to work together and support each other in the wake of losses. BHS students volunteered to provide the music.

Over 150 people attended on a bitterly cold evening just before Christmas. The large turnout and positive response has led the organizers to start initial plans for another *Barrington Unites* in 2010.

### **Monthly Parenting Tips**

The monthly Parenting tip for January is promoting Cottage Prevention meetings, one of the proactive prevention strategies offered to parents of the community. Parenting tips are produced electronically for all of the school newsletters. They are also published with the support of Verizon and included in the Barrington Times every month.

### **Schools:**

We will be conducting a 2010 Super Bowl Survey! The Super Bowl is known for its commercials almost as much as it is for the game itself. Yet the type of products being advertised and the audience viewing those advertisements are of great concern.

Results from the *DrugFree Action Alliance Super Bowl Survey 2009* revealed that two of the top three “most memorable” commercials, according to middle and high school students, were beer commercials. This falls in line with the studies that suggest alcohol companies are targeting youth in their advertising. Research reveals that the more youth are exposed to alcohol in advertising, the more likely they are to consume alcohol underage.

In a quest to further research the impact of advertising on our youth, BHS students will be participating in the *DrugFree Action Alliance Super Bowl Survey 2010*.

Through a simple, three question, student survey given Monday morning following the Super Bowl, middle and high school students share their thoughts on what advertisements they remember seeing and which commercial takes their top vote. This information is then collected, summarized and shared.

### **Youth Exposure to Alcohol Advertising**

(Source: Center for Alcohol Marketing and Youth):

- 40% of youth exposure to alcohol advertising on television comes from ads placed on youth oriented programming.
- Almost two thirds (63%) of these overexposing ad placements are on cable television, which generates 95% of youth overexposure to alcohol advertising on television.
- The more young people are exposed to alcohol advertising, the more likely they are to drink or increase their alcohol consumption.

### **2009 Super Bowl Stats**

(Source: The Nielsen Company):

- Approximately 98.7 million Americans (151.6 million worldwide) watched the 2009 Super Bowl making it the largest viewed television event ever.
- About 17.7 million American youth (under 21) or were among those viewers.
- The number one most liked and most recalled commercial was a beer ad, featuring a Budweiser Clydesdale competing with a Dalmatian in a game of fetch.
- Anheuser Busch also produced the three most recalled ads last year, and took the title as “top advertiser” with more commercial time than any other advertiser.

<http://www.drugfreeactionalliance.org/documents/bowlkit10.pdf>



**A Drug Free Community coalition of:**

Parents, youth, schools, law, healthcare, youth serving organizations, business, religious representatives, volunteers, local agents, media, and others